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VISUAL FRAMING OF GLOBAL SPORTING EVENTS IN WORLD NEWSPAPERS:
COMPARING THE 2014 WINTER OLYMPICS AND 2014 FIFA WORLD CUP

by

David LaMar Morris II

A Thesis

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Abstract

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Newspapers have long covered worldwide sporting events. However, their coverage can reflect multiple viewpoints on the events. Using a content analysis of photography and design elements, this study considers the nationalist and global coverage frames used by newspapers worldwide for the 2014 Winter Olympics and FIFA World Cup. It found that newspapers use different visual tools to cover the sporting events, with photographs being the most prominent. Countries also tended to cover the events through a national perspective. Only Brazilian newspapers in the coverage of the FIFA World Cup provided extensive non-national coverage of the events. This study advances the understanding of newspapers as a means of building national identity, as sports and coverage of sports help to show pride in one's own nation.

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Chapter 1

Introduction

Newspapers are one of the oldest forms of news coverage, yet only recently started to change as an industry (Barnhurst & Nerone, 2001). The increase in demand for visual media, perpetuated by the digital media age, has increased audience expectation for visual reporting in newspapers, particularly photography (Garcia, 2002). The importance of visuals has changed since the early days of newspaper printing, going from non-existent, to supportive, and now to being essential (King & Lester, 2005; Lester, 2005). Thus, today's newspaper readers expect visual reporting, especially photographs, with most news stories.

Newspapers play a critical role in developing and shaping national identity (Anderson, 2006). A nation's identity is built on many concepts, including national symbols, patriotism, war, economy, language, culture, and geography. The media provide a venue to share information about all of these concepts with citizens of a nation, and provide a means of simultaneous consumption, so that everyone in a nation can read the same content and theoretically think the same way about a given subject (Anderson, 2006).

Sporting events, particularly global sporting events, provide nations an opportunity to build patriotism among their citizens (Jaksa, 2011; Topič & Coakley, 2010; Vincent & Hill, 2011). At a global sporting event, athletes wear national colors, display national symbols, and compete against the best in the world. National sports teams typically use several symbols of their home nation. For example, the United States soccer team is

branded with the nation's flag and colors. The team's participation in a global sporting event, such as the FIFA World Cup, puts U.S. imagery on a global stage, and in global media.

Media, including newspapers, report about these sporting events and often feature coverage of the sports prominently in their newspapers, as the events capture readers' attention (Garcia, 2002). Newspapers report about their nation's activity in global sporting events in words and images captured at the event, as well as infographics showing scores, medal counts, and profiles of athletes, among other information. The coverage in media helps to shape viewpoints and national perceptions (Anderson, 2006). Thus, newspaper front pages can show the newspaper's perspective through the coverage of global sporting events, such as the Winter Olympics and FIFA World Cup. To that end, the present study explores media coverage of these two global sporting events.

This research examines the way newspapers in the United States, event host countries Russia and Brazil, and other global countries framed their photographic and visual coverage of the Winter Olympics and the FIFA World Cup in 2014. An investigation of the frames used in covering these global events provides key insights into the existence of national identity in the worldwide spectrum.

This thesis is organized into five chapters. Chapter 2 discusses previous research in newspapers, national identity, global sporting events, and framing theory that develops the research questions that drive the present study. Chapter 3 examines the content analysis methodology, and explains the means by which data were collected and analyzed for this research. Chapter 4 presents the findings of that data analysis, and answers the re-

search questions posed in Chapter 2. Finally, Chapter 5 discusses these findings and positions them within the literature explored in Chapter 2; additionally, it explains the limitations of the present study, and provides future researchers guidance for analyzing this topic.

Chapter 2

Literature Review

The present study seeks to understand the ways content is presented on newspaper front pages covering global sporting events. Framing theory (Entman, 1993; Gamson, 1989; Schufele, 1999) explains that media outlets apply a perspective to news stories, determining what goes in, and what does not. Similarly, media frame visual coverage by using certain photographs to illustrate stories (Kim & Kelly, 2007; King & Lester, 2005; Lester, 2005). The content presented by media help to shape public perception of national identity (Anderson, 2006; Wei, Roy, Wells, Rethen, & Huang, 2006). Global sporting events provide a venue for expression of national pride and patriotism (Jaksa, 2011; Topič & Coakley, 2010; Vincent & Hill, 2011). Thus, understanding the ways newspapers globally cover sporting event will help to advance framing theory by introducing a nationalism frame. This chapter examines scholarship germane to the connection between framing in newspaper photography and national identity. The chapter concludes with research questions that guide the present study.

Newspapers

Role of U.S. and global newspapers. Newspapers by definition are print publications that contain news content, as well as the organization that creates the publication (Barnhurst & Nerone 2001; Meyer, 2004; Schudson, 1978). Newspapers are typically published weekly or daily. Barnhurst and Nerone (2001) established that most newspapers in the United States and globally use a broadsheet format, which can be as large as

14 ½ in. tall by 23 ½ in. in wide; many in the U.S. are 22 in. tall and 11 in. wide, allowing for large photographs and multiple pieces of content. The newspapers of today use sophisticated navigation, infographics, illustrations, and photographs to tell stories (Garcia, 2002; Morris & Haught, 2014). With the rise of Internet-driven digital media, such as websites, mobile apps, and social media, concise and successful visual communication approaches are an essential part of content development and implementation. Simply, the modern media environment is shaped, in part, by the rise of a visual culture (Mirzoeff, 2009). As media technologies have allowed for more and higher quality visuals, audiences have grown to expect them when consuming media content. Thus, even in a legacy media, such as newspapers, visuals are an essential storytelling tool.

Even as newspapers have innovated and redesigned their content based on the expectations of visual culture, the role of the printed newspaper varies worldwide. Global newspaper readership is dependent on several factors, particularly Internet access and economy. Kilman (2014) found that countries with a growing middle class and low broadband Internet access, such as Russia and Brazil, had rising print circulations. In the last five years, Asian countries had a 6.67% increase in circulation, while Latin American countries had a 6.26% increase (Kilman, 2014). That same five-year span saw a 10.25% decline in circulation for North America and 23.02% in Europe. Overall, the World Association of Newspapers and News Publishers found global readership in 2013 was 2.5 billion (Kilman, 2014). Therefore, newspapers remain an important form of media worldwide, but are of greater importance in counties with limited Internet access. Considering the aims of the present study, the countries hosting global sporting events, Russia and

Brazil, have citizens who primarily depend on printed newspapers, in addition to television, for news coverage. Thus, newspapers in these countries can play a major role in shaping public opinion, compared to countries, such as the United States, where printed newspapers hold a lower stature in the media space.

Three factors are important for understanding the mediascape of a country, namely, ownership, the role of newspapers, and the state of press freedom. Newspapers in the United States and Brazil are privately owned, either by families or corporations. A few newspapers in Russia have similar private ownership, but many newspapers are solely owned by the Russian government.

The United States has 1,476 daily newspapers and with a total circulation of about 56 million. In the United States, newspapers and journalists have protection under the First Amendment of the U.S. Constitution, which provides freedom of both the press and of speech. This allows U.S. newspapers and other media to act as a watchdog of the government (United States | Freedom House, 2014). The concept of watchdog refers to the media alerting the public to any misuse or abuse of power (Cornel, 2010; Waisbord, 2013). The United States has one of the world's strongest systems of legal protection for media independence (United States | Freedom House, 2014). Freedom House, a worldwide press freedom watchdog organization, lists the U.S. as the 21st most free press in the world. Its ranking is because of certain restrictions on reporting and problems with governmental transparency (United States | Freedom House, 2014).

Brazilian newspapers serve a similar watchdog role as their U.S. counterparts (Waisbord, 2013). Since the 1990s, Brazilian newspapers have exposed abuses of eco-

conomic and political power with increasing frequency (Brazil | Freedom House, 2014).

Brazil supports about 465 daily newspapers, and ranks as the 43rd most free press in the world, earning it a partially free designation (Brazil | Freedom House, 2014). Brazil is a democracy with freedom of expression guaranteed by its constitution, much like in the U.S. However, Brazilians courts have issued censorship orders, high fines, and jail sentences to journalists, and often sides against the press in its decisions. Further, some Brazilian journalists were victims of violence as a result of their jobs, which also was counted as a detriment to press freedom.

Russia has about 400 daily newspapers (The press in Russia, 2008), and have some speech and press protections guaranteed by the Russian constitution. However, the Russian government and political parties use the country's court system to squash press freedom (Russia | Freedom House, 2014). Russia ranks as the 81st most free press in the world, placing it in the Freedom House's "no free press" category. Russia's score is largely because of laws that allow government officials to silence any person or organization who speaks out about the government. Additionally, in 2012, Russia recriminalized defamation, and encouraged self-censorship in the press.

Altogether, printed newspapers still figure prominently into the media in many countries worldwide. However, citizens of countries that have deep penetration of high speed Internet tend to get their news online, rather than in a legacy format. Yet, in the printed form, newspapers worldwide embrace photography and design as tools for communication, and competition in the media ecosystem.

Evolution of newspaper front pages. Early research addressing news design predominately looked at the influence of computer-based layout and *USA Today's* entrance to the newspaper market (Click & Stempel, 1979; Everett & Everett, 1988; Stone, Schweitzer, & Weaver, 1978). Scholars found that *USA Today's* emphasis on photography, color, and short storytelling catered to a television audience, and provided readers with a scannable product news experience, that is, readers could scan a newspaper page rather than read every word of content and still consume it. Contrasting newspapers that followed *USA Today's* trend of more color and photographs to those that did not, Lester (1988) found little variance in the content of images, except that *USA Today* and similarly designed newspapers use more photographs in their front page designs to promote inside stories than traditional newspapers. Ultimately, the entrance of *USA Today* began a revolution regarding the ways newspapers present their content, shifting from a text-first style to a photo-first perspective in news reporting.

The emphasis on photography brought about by the arrival of *USA Today* spread to newspapers nationwide. Utt and Pasternack (1984) found the majority of newspapers (66.7%) featured two photographs on the front page, with 96.2% of newspapers using a dominant photograph. Five years later, Utt and Pasternack (1989) found a strong embrace of color and the use of multiple photographs on page one. Pasternack's and Utt (1995) followup found that newspapers embraced color photography, color graphics, and modular design almost 100% of the time.

Similar to the embrace of more color photography following *USA Today's* arrival, infographics also were embraced as a primary storytelling tool. Infographics are a form of

illustration used to present information visually. Smith and Hajash (1988) found that while *USA Today* consistently typically used about 1.3 infographics per page, other newspapers used one for about 17 pages. Pasternack and Utt (1990) found readers enjoyed infographics, and that they engaged them with a belief that the information will be easy to digest. Similarly, Utt and Pasternack (1993) established that newspaper infographics had become a regularly used storytelling device, and editors made space in congested newspapers for infographics. In addition, their research showed that nine of every 10 infographics are published as part of a story package, and that infographics had begun to supersede photos as storytelling devices. Utt and Pasternack establish in a 2000 update study that newspapers were using “fewer but better”(p.64) infographics. Graphics became more about quality, and less about ostentatious design, as they became a way to deliver information, and not just to fancy up a page layout. Ultimately, both photographs and infographics provide a visual means of storytelling, and seek to get readers’ attention and keep it by engaging them into compelling visual content.

Thirty years after Utt and Pasternack’s original study, Morris and Haught (2014) found that newspapers continued most often to use a photograph as the dominant element on front pages. In addition, newspapers typically use photographs or illustrations as part of a package at the top of pages promoting content inside the newspaper. The placement at the top of the page allows this content to be seen by potential readers when the folded newspaper is sitting in a sales rack; the above-the-fold space serves to gain reader attention and get them to buy the newspaper. Their research also showed photo illustrations, have become central to front-page design, appearing in 86.3% of newspapers. Photo illus-

tations include photographs that have been transformed with gradients and/or blurs, images that have been fashioned by combining two or more images, and images of people removed from the original image's backgrounds. Thus, modern newspapers use photographs, infographics, and promotion to inside content to get readers to engage news content.

Newspaper design globally shares many of the same visual elements as United States papers. Garcia (2002) found that newspapers of Europe can be described by the word "variety" (p. 118). Some newspapers are business-minded, delivering a conservative design with small headlines, simple photographs, and earthy colors; others use bold colors, oversized headlines, and big photographs. For example, Italian newspapers use big type, bold colors, and flashy photographs, while British, German and French ones are neatly organized, with smaller headlines and muted colors. The newspapers of Asia have several design elements that set them apart from their counterparts in the Americas and Europe, including louder color palettes, more congested pages and bolder headlines. South American newspapers embrace creativity and personality, and show many photographs in news coverage. Garcia (2002) describes the newspaper front pages in Brazil as having color palettes "as bright as the color on the facades of Rio's house and, in many cases, as busy as its stadium during a World Cup match" (p. 122). Outside of Garcia's professional perspective on global newspaper design, no academic research has systematically addressed the design of newspapers in Brazil or Russia in a way similar to the work of Utt and Pasternack. While obviously there are differences in the ways each country's newspapers are designed, the design itself in part is based on the ways people read, and

the kinds of news content they prefer, as well as the kinds of content newspaper publishers are able to create; newspapers in countries with lesser technological innovation might be slow to adopt advances in infographics, for example. The present research seeks to shed some light on the design styles of these newspapers, particularly in light of their use of photography and illustration in storytelling.

Photos in newspapers. Newspaper photography has an important role in providing information to readers. Photographs in a newspaper explaining and illustrating news stories give readers an entry point for news coverage as well as convey information visually (Garcia & Stark, 1991). Fahmy, Kelly, and Kim (2007) noted that, “newspapers routinely publish the most important images so that they visually dominate the front-page space” (p. 550). Greenwood and Smith (2009) detailed the necessary effectiveness of newspaper photographs further:

The limited space available for images on a newspaper page means photographers often are allowed a single image through which to tell a story, forcing them to make the most efficient use of the elements in the photograph to communicate the story quickly and clearly to the reader. (p.140)

It is important to understand the impact that a photographs presents can add to newspapers, not only from an enhancement in front-page design but as strong force for news promotion (Åker, 2012).

Education research suggests that people do not process information the same (Lesser, 1971; Snow, 1989). Differences in personality and learning styles play a role in visual and written word processing and recall (Miron, Bryant, & Zilmann, 2001; Peeck, 1993). Some learners prefer one, some prefer another. Meanwhile, social science re-

searchers have examined the ways people consume and process photographs in comparison to the written word. Paivio and Csapo (1973) found that photographs are remembered more consistently than words. Furthering the effectiveness of photographs over the written word, Lynn, Shavitt, and Ostrom (1985) found that photographs cause a deeper level of thinking in audiences. This research fits under the image superiority effect, which dictates that when information is presented with both photography and text, information concepts are better received and recalled from the photograph (Pavivio, 1969, 1990, 1991, 2013; Pavivio, Rogers & Smythe, 1968; Pavivo, Yuille, & Madigan, 1968). Pavivio's dual coding theory states that people conceptualize concrete concepts verbally and visually. Visual conceptualization results in both visual and verbal communications, while verbal conceptualization does not result in visual conceptualization (Pavivio, 1969; Pavivio, 1990; Pavivio, 1991; Pavivio, 2013). Thus, audiences gain a deeper message from both photograph and text reporting than from text alone. Readers who have a high verbal preference recall stories and photos better than people who have a low verbal preference. Thus, the blend of both visual and verbal content provides the best strategy for sending a news message (Mendelson & Thorson, 2004). Newspapers, then, should be motivated to include photography with news coverage.

Newspaper wire services, such as Reuters, the Associated Press, and Agence France-Presse invest greatly in photographic coverage of news events, and share their images with newspapers and other news outlets worldwide (Fenby, 1986). Images shot by wire service photographers are not exclusive to a single publication, and can be printed in any subscribing newspaper. The process of selecting news photographs, in part, is part of

a larger phenomenon called framing, which states that media outlets select to report only certain parts of a news story (Gamson, 1989). Framing theory is discussed in greater depth in the following section.

In sum, newspapers and their front pages have long been researched as the primary indicator of understanding news design, photography, and presentation. Thus the present study uses newspaper front pages and the photography and illustration on them as the primary means of data for analysis.

Framing

The term framing has been used to reference a method, a model, concepts, and even its own theory. Framing spans multiple disciplines including communication, psychology, sociology, and political science, framing is an area of research for all. Though it is common throughout many disciplines, framing is most predominant within the research area of mass media (Reese, 2001). Entman (1993) reasoned that framing should be used as a theoretical basis for the academic study of communication and media.

Framing as a theory. Theoretically, framing concerns both media frames and individual frames (Scheufele, 1999). Media frames limit the content that is produced as well as how it is produced, such as the selected angle or direction in which the content might be viewed (Gamson, 1989; Scheufele, 1999). Gamson (1989) pointed out media framing can include the intent of the sender, but the motives can also be unconscious ones. Individual frames are how an individual based on their life experiences, personality, and mindset places context around something (Entman, 1993; Gamson, 1989; Scheufele, 1999). Framing theory does not just look at each frame independently; the relationship

and impact of media frames on individual frames is the epicenter of this theory (Entman, 1993; Gamson, 1989; Scheufele, 1999). Studies in which frames serve as independent variables typically are more interested in the effects of framing (Reese, 2001; Scheufele, 1999), while studies that consider frames as dependent variables are primarily concerned with influences on journalists and media outlets (Reese, 2001). The present study places media frames as a dependent variable, affected by a newspaper's nationality.

Framing in newspapers. Frames draw the audiences' attention to certain aspects of a news story while disregarding others (De Vreese, 2005; Entman, 1993; Gamson, 1989; Pan & Kosicki, 1993; Reese, 2007). The influence of frames is making certain facets of social reality more noticeable than others and provides perspective that gives value to the specifics of a story (Gamson, 1989; Entman, 1993). News frames shape peoples' understandings of the world and solidify prevailing cultural viewpoints (Van Gorp, 2007; Reese, 2010). Thus, frames have a great power to affect the way audiences perceive the media (D'Angelo, 2002; D'Angelo & Kuypers, 2010; Entman, 1993; Reese, 2007; Scheufele, 1999; Weaver, 2007).

Reese (2001) stated that "media text represent the most readily available evidence of frames" (p.16). While framing research tends to focus on written words (Rodriguez & Dimitrova, 2011), Gamson (1989) argues that researchers should be mindful of visuals as well. Semetko and Valkenburg (2000) used a quantitative content analysis of frames in Dutch newspapers coverage of a meeting of European leaders to determine if frames vary more between outlets or by topic coverage. They found that serious news outlets tended to embrace responsibility and conflict themes, while sensationalist news outlets used hu-

man interest frames in event coverage. Antilla (2005) explored the framing of national newspapers' coverage of scientific findings related to climate change and found that media outlets tend to not take a stance and treat scientific coverage as fact; the skeptical frame of scientific coverage promotes public confusion about climate change. Newspapers have also been used in public health research in the framing of negative health issues (Kim & Willis, 2007; Menashe & Siegel, 1998). Kim and Willis (2007) investigated the framing of obesity in newspapers, specifically who is responsible for causing and fixing obesity in the U.S. The coverage was framed in the manner that obesity is a personal issue and the individual was responsible for fixing obesity. In contrast, Sandberg (2007) found that Swedish newspapers framed obesity as a public health issue without the responsibility falling on the Individual. In a study that looked at the framing of tobacco as a public health issue in newspapers from 1985 to 1996 Menashe and Siegel (1998) found a shift in framing. Initially the frame was based on the argument that tobacco kills smokers and nonsmokers, and that society has a responsibility to prevent these deaths by holding tobacco companies accountable for the harms caused by their fatal products. Later, tobacco was framed as a public health problem, not because it kills people but because the tobacco companies mislead the public. Thus, typically used frames can change, even in a short time period. Similarly, scholars examining framing of tobacco in Australian news found coverage there to match the later adopted frames of U.S. newspapers (Durrant, Wakefield, McLeod, Clegg-Smith, & Chapman, 2003). Therefore, frames found in news stories can be vary from study to study and from country to country. Ultimately, though,

frames used in news coverage tend to be similar to in countries abroad to those used in U.S. media when addressing a similar topic.

These studies show the range of singular topics that have been used to research news frames in newspapers both globally and nationally. While the text of these newspapers was used for analysis in these studies, words are not the only messages that can be framed within a newspaper (Entman, 1993; Kim & Kelly, 2007; King & Lester, 2005). Entman (1993) pointed out that framing within the news is not only the written text, but also includes any associated visuals.

Framing theory in photography. Visuals are equally as important as the written word in newspapers (Kim & Kelly, 2007; King & Lester, 2005). Specifically within visuals, photographs are afforded special privilege, as photographs often relate the facts of a news scene, and let the audience visualize the scene in their own minds (Lester, 2005). The content of a photograph is equally important to the depiction of ideas as stories that often accompany photos. Photographs have a high level of influence on viewers, especially if they contain content about news (Lester, 2005). Luther (2002) argued that the study of images of nations in media provides a rich avenue for research. Indeed, researchers have addressed the use of images to support news content regarding the Sept. 11, 2001, terrorist attacks (Dahmen & Christensen, 2013; Powell, 2011), Hurricane Katrina (Borah, 2009; Fahmy et al., 2007; Jae-Hwa, Fahmy, & Lewis, 2012), and even the presidential election of Barack Obama (Hunter, Lewis, & Overton, 2013). In international studies, researchers have found similar types of frames. Fahmy (2004) found that after the fall of the Taliban, Associated Press photographs tended to show Afghani

women wearing burqas, despite the fact that print stories tended to focus on liberated women removing them. Perlmutter and Wagner (2004) explored the narrative of a photograph of an anti globalization protester in Italy, and found that media framed the image as protestor violence instead of a protest against the authority. In exploring the coverage of the fall of the Saddam Hussein regime in Iraq, Parry (2011) found that newspapers tended to frame photographic coverage with a humanitarian focus, that is, they showed Iraqis being helped by the occupying forces instead of showing them helping to affect change. Thus, international media face the same dilemmas as U.S. media in photographic news content. In all of these cases, researchers found that photographs illuminate the news content beyond the words to allow readers to experience and understand the news events. Thus, framing as a theory supporting visual research often is geared toward understanding the content inside photographs within the context of a greater news story (Gamson, 1989).

Newspaper editors have a primary responsibility to select photographs for publication. Research (Shoemaker & Vos, 1996) shows that editors take on the role of “gatekeepers,” deliberating and controlling the images used in newspapers. The process of gatekeeping consists of narrowing images for several hundred to a select few to be used in the newspaper (Fahmy et al., 2007). White (1950) found that gatekeeping provided conceptual ground to comprehend the photo-selection process. Editors tend to be subjective when selecting photographs for publication (Smith-Rodden & Ash, 2012). The decision to print a photograph is habitually motivated by personal viewpoints (Fahmy et al., 2007) that are influenced by newspaper policies, the significance of a story, and even the

reactions the newspapers customers (Keith, Schwalbe, & Silcock, 2006; O'Brien, 1993). O'Brien (1993) found that selection of photographs for publication are also influenced by colleagues, bosses, and newspaper owners.

Yet, the digital media age has brought about a worldwide visual culture, where people expect to consume photographs and videos when they consume news media, or media writ large (Mirzoeff, 2009, 2013). This visual culture is well supported in research about news photography. King and Lester (2005) pointed out that newspaper photographs often create a strong public reaction to news content, and not the written words accompanying the photograph. Images have the power to encourage, incite, and motivate readers to act or react. News photographs have a stronger impact than written news coverage (King & Lester, 2005) because they engage the reader in content on an emotional level (Kim & Kelly, 2007). Lester (2005) found that images that news audiences remember have the "greatest power to inform, educate, and persuade an individual and a culture" (p. vii). Therefore, in terms of newspapers, photographs on the front page make the strongest statement regarding the important news of the day as well as begin the process of shaping public opinion by delivering the critical image audiences will recall concerning a news event (Lester, 2005).

As researchers have addressed the use of photography in newspapers in shaping opinions, they have consistently found that powerful images drive news coverage. Powell's (2011) research about U.S. newspaper coverage of the Sept. 11, 2001, terrorism attacks found the framing helped produce a negative public view of Muslims in the United States. Dahmen and Christensen (2013) found the 10th anniversary coverage in U.S.

newspapers focused on the victims and the physical location of the attack rather than the terrorists. Frames of Barack Obama in U.S. newsmagazine cover images during the 2008 U.S. presidential campaign led to a positive public view of the candidate (Hunter et al., 2013). Fahmy et al. (2007), in their research about U.S. newspaper front-page photographs of Hurricane Katrina, found that coverage framed in the light of personal loss and the city of New Orleans was the focus of news coverage. In an investigation of the visual framing in U.S. newspapers of Hurricane Katrina versus Indian Ocean Tsunami, Borah (2009) found photographs of the Tsunami showed more death and destruction, while Hurricane Katrina focused on the relief efforts and survivors. Jae-Hwa et al. (2012) also found this to be the case, as powerful images of the community were used to drive the coverage of Hurricane Katrina away from death and damage. Ethics regarding photograph selection vary from country to country, as well as newspaper to newspaper, but ethical considerations must be considered in analysis of frames of photographs with graphic content.

National Identity

Elements of national identity. Luther (2002) defines national identity as the key principles and customs in a nation. Hutcheson, Domke, Billeaudeau, and Garland (2004) explained national identity as the “constructed and public national self-image based on membership in a political community as well as history, myths, symbols, language, and cultural norms commonly held by members of a nation” (p.28). This idea of common culture refers to the symbols of a culture that the people of said culture recognize (Anderson, 2006). Haught (2014) elaborated on Anderson’s theory stating, “national songs, flags,

colors, and emblems also have universal understanding with a culture, as all represent the nation” (p. 47).

For several decades, scholars across disciplines have debated the role of national identity in constructing communities (Deutsch, 1966; Wei et al., 2006). The role of national identity on individual members of a nation is easier to quantify, through the presence of national pride. Wei et al. (2006) stated that the positive feeling one gets in relation to exposure to exhibitions of national identity is called national pride. Scholars in anthropology tend to agree that nationalism and national identity is shaped by multiple forces, including official voices, the media, and culture. The ways these forces interact to build the national identity varies worldwide. Boyarin (1994) argued that nationalism official messages, particularly, messages of the state, have exceptional power in shaping nationalism and patriotism. Similarly, Hall (1996) argued that nationalism is constructed from the discourse of policy, history, and culture. Appadurai (2004) found that in a modern, fractured society, that is, one made up of multiple small cultural communities, must connect through a major unifying event to develop overall patriotism. The Winter Olympics and FIFA World Cup provide that rallying venue for the construction of a national identity.

Nationalism in media. The media’s role in developing national identity can be seen clearly through its content (Inthorn, 2007; Muller, 2013). Media outlets create content that contain explicit nationalism messages, such as photographs of a flag or symbol associated with a nation, like an eagle representing the United States. It is important to note that the content-producing media outlet does not exist in a vacuum, nor does it exist

separate from its nation (Inthorn, 2007; Muller, 2013). Media outlets must respond to their desires of their audiences to consume media content focused on their local team, as well as competing media, which are trying to capture the same audience's attention. Thus, media outlets are positioned to cater to the nationalistic focused message in news coverage; Americans want to know what is going on with American interests in the world, the French want to know about French issues, and so on (Billings et al., 2008). Inthorn (2007) found that in reference to national identity, a media's vision of national self is demonstrated through its selection of themes and images in the content it produces. Luther (2002) added to this idea by stating, "a nation's sense of identity is manifested in press writings, through conveyed images" (p.80). For example, Korean media outlets framed Olympic sports coverage in terms that would matter to Koreans (Lee & Maguire, 2009). Thus, media tend to provide a nationalistic viewpoint in coverage because that is what the audience desires; this follows Anderson's (2006) concept of print capitalism. Anderson's print capitalism dictates that media produce content that attracts the largest audience. This nationalism-focused media content encourages the discussion of national pride, which actively engages the media in building a national identity

Wei et al. (2006) explore the relationship between newspaper readers and newspaper content to examine national identity within print media; they found evidences of two national identity manifestations: patriotism and nationalism. These manifestations are not exclusive to one countries' media; rather, they are possible in media worldwide. Wei et al. (2006) stated that the "...pride and love for a country" is termed patriotism (p. 1). Flowerdew and Leong (2007) conceptualize nationalism best as "an ideology advocating

the formation of a separate nation-state for each distinct ethnic group” (p. 274). In the area of social psychology, the distinction is made between positive and negative manifestation of national identity, by drawing a line between patriotism and nationalism. This school of thought labels patriotism as a positive manifestation of national identity and nationalism as a negative manifestation (Wei et al., 2006). However, Skitka (2005) indicated that it is possible for patriotism to exist without nationalism. Even though nationalism may reflect certain negative attitudes of national pride, images in media of patriotism may continue to promote unity and pride in a nation in countries throughout the world. Thus, the framing of nationalism in news media cannot only cause an increase in support for a nation and the ideals for which it stands, it can also be influential regarding how people of that nation view their own country (Inthorn, 2007; Muller, 2013; Skitka, 2005; Wei et al., 2006).

Within the news media worldwide, newspapers stand on the forefront for both creating and supporting national identity (Anderson, 2006). Along with the concurrent habitual use of newspapers as a news source, newspaper content also has a role in the development of national identity (Brookes, 1999). This is why in the context of a nation’s media, newspapers are a double edge sword in spreading nationalism, and remaining a primary contributor to the construction and reproduction of nationalism (Brookes, 1999; Wei et al., 2006). Of course, all of this is dependent on the role of the media in a given society. Countries with greater press freedom have the opportunity to have a democratic exchange in the media, while those with state dictated media only push out the official national message (Anderson, 2006). Yet, even knowing that media coverage is controlled

by the state, mass audiences are still consume content with a state message out of enjoyment or desire for some information content (Roth-Ey, 2011). Countries with state media provide a nationalism-driven message in coverage, and countries with a free media publish content that sells, which typically uses a nationalistic frame. Thus, media have a role in building and maintaining the nationalistic viewpoint in global news conversations. Major events, such as the Winter Olympics and FIFA World Cup, easily draw substantial coverage from the media. Because journalists worldwide are covering the event, and specifically their nations' activities in the event, messages of patriotism and nationalism easily encroach on the news coverage, as the role of the nation in world events makes the story newsworthy for a newspaper's audience.

Global Sporting Events

Global sporting events are large scale in nature and draw massive audiences, both in person and via television (Billings et al., 2008). This section discusses the impact of these large-scale events on both people and nations. The involvement and relationship of the media with global sporting events is also examined.

Cultural importance of global sporting events. Jaska (2011) made the point, “for many countries, sports are a major component of national identity” (p.39). Many scholars continue to find that sports are an effective means for generating national identity (Jaksa, 2011; Topič & Coakley, 2010; Vincent & Hill, 2011). Jaksa (2011) argues that not only are global sports a generator for national identity, but also are a positive force for patriotism. Topič and Coakley (2010) found that sports fall in a larger category of national identity development. Traditionally, national identity was manifested through story-

tellers, such as artists, writers, and historians of stature within the nation. In more recent times, national stories have blended with media and popular culture to allow news, sporting events, and athletes to act as storytellers, impacting national identity (Topič & Coakley, 2010). Topič and Coakley argued that “sports in many regions of the world now join religion, work, and community as popular sites for the public expression of national identities” (p. 374). They further give examples of the use of national symbols, athletes, and teams as ambassadors for other nation-states. Countries are often defined by their sporting pursuits as much as by their politics, economy, and geography (Jaksa, 2011; Vincent & Hill, 2011). Global sporting events, such as the Winter Olympics and the FIFA World Cup, bring together the public, athletes, heads of state, and other national representatives, all bearing pride for their own nation (Jaksa, 2011).

Media coverage of global sporting events. Global sports media coverage has become extensive through the innovations of technology. U.S.-based NBC Sports and Fox offer coverage of the Winter Olympics and FIFA World Cup to American audiences with video coverage and telecast of the games; meanwhile U.S. new operations of the Associated Press, ESPN, and Sports Illustrated, among others, report with stories, photographs, and videos. The Olympics and FIFA World Cup have telecast rights with broadcasters worldwide, and similarly, global news organizations can offer constant multimedia coverage of the events. Audiences worldwide expect media coverage for not only their nation's role in global sporting events, but also coverage of the event as a whole (Billings et al., 2008).

Newspapers, typically not a primarily electronic medium, are no exception to providing immediate coverage of both the Winter Olympics and FIFA World Cup to their readers (Chuma, 2012; Vincent & Hill, 2011). Television and digital media typically cover global sporting with a global perspective, that is, they do not emphasize coverage of the media outlet's home country over other countries. This emphasis likely is because digital and television content can easily be viewed outside of the media outlet's home nation (Chuma, 2012; Nylund, 2009; Vincent & Hill, 2011). Yet, if the home nation's However, newspaper coverage of global sporting events tends to focus on traditional sports reporting of the nation's teams (Nylund, 2009). These differences tend to apply to both U.S. and global media outlets. In analysis of Korean media coverage of the 2004 Summer Olympics, Lee and Maguire (2009) found that, while globalism was promoted as a function of worldwide friendship, media outlets still tended to position the games as an expression of Korean pride and achievement, as well as to argue for Korean unity. However, the majority of media research about global sporting events (Bernstein, 2002; Duncan & Messner, 1998; Koivula, 1999; Wensing & Bruce, 2003) focus on media coverage of gender and women in sport, which is beyond the scope of the present research.

The majority of newspapers from around the world cover these global sporting events with both stories and photographs on the front pages of their papers (Nylund, 2009; Vincent & Hill, 2011). In an analysis of news coverage in *The Sun* regarding the British team's participation in the 2010 FIFA World Cup, Vincent and Hill (2011) found that the newspaper was highly critical of the unsuccessful team; the failure of the team to live up to the patriotic cheers and support of its home nation amounted to a national em-

barrassment, as framed in the news coverage. Nylund (2009) found that Finland's newspapers framed the 2005 Helsinki International Association of Athletics Federations championships as a powerful force for spreading Finnish nationalism; other global newspapers used similar nationalism frames, where coverage of their own country was favored over coverage of other nations, in covering the games. Chuma (2012) analyzed the news coverage of text messages about a South African FIFA World Cup stadium that were published in a newspaper there, and found themes of race, class, and political conflict, all addressing the national pride associated with the stadium and the its hosting of the tournament. Thus, media coverage of sporting events helps to shape perceptions about the games themselves, the national team, and the pride associated with participating on a world stage.

Research Questions

This study analyzes the visual significance of patriotism and national identity on the front pages of newspapers from around the world. With the continuous use of photography and illustrations in newspapers, it is necessary to have a firm grasp on how newspapers portray patriotism and national identity through photographs. Based on the literature previously discussed, the present study proposes four research questions:

RQ1: What differences exist between U.S., Russian and other global newspapers regarding their visual front-page coverage of the 2014 Winter Olympics?

RQ2: What differences exist between U.S., Brazilian and other global newspapers regarding their visual front-page coverage of the 2014 FIFA World Cup?

RQ3: What differences exist between Russia and Brazil regarding their front-page visual coverage of the 2014 Winter Olympics and 2014 FIFA World Cup, respectively as host countries?

RQ4A: Do Russian newspapers' front-page visual coverage of the 2014 Winter Olympics frame the event as national or global?

RQ4B: Do Brazilian newspapers' front-page visual coverage of the 2014 FIFA World Cup frame the event as national or global?

RQ4C: Do U.S. newspapers' front-page visual coverage of the 2014 Winter Olympics frame the event as national or global?

RQ4D: Do U.S. newspapers' front-page visual coverage of the 2014 FIFA World Cup frame the event as national or global?

RQ4E: Do non-host countries newspapers' front-page visual coverage of the 2014 Winter Olympics frame the event as national or global?

RQ4F: Do non-host countries newspapers' front-page visual coverage of the 2014 FIFA World Cup frame the event as national or global?

Chapter 3

Methodology

This study used quantitative content analysis to code for occurrences of nationalism in newspaper coverage, as well as the nature of the visual frames used in reporting on the 2014 Winter Olympics and FIFA World Cup. Two coders were used to sort and evaluate 600 newspaper front pages. Means tests were used to answer the study's research questions.

Content Analysis

Berelson (1952) defined content analysis as “a research technique for the objective, systematic, and quantitative description of the manifest content of communication” (p. 18). More recently, Krippendorff (2013) defined content analysis as “a research technique for making replicable and valid inference from texts (and other meaningful matter) to the context of their use” (p.24). This research examined visual communication messages, specifically photographs, illustrations, and visual design elements used on newspaper front pages. Many studies have used content analysis to collect and analyze visual data (Borah, 2009; Huang & Fahmy, 2013; Morris & Haught, 2014; Utt & Pasternack, 1985, 1993, 2000). In each of these, researchers developed a robust codebook that explained the kind of visuals to be coded.

Data Collection & Sampling Protocol

Newspaper front pages from the 2014 Winter Olympics and FIFA World Cup were downloaded from Newseum's “Today's Front Pages” exhibit for analysis. The selection of only front pages for analysis is consistent with previous visual research (Huang

& Fahmy, 2013; Morris & Haught, 2014; Utt & Pasternack, 1985). Newspaper front pages provide a clear statement about the design priorities of the newspaper (Utt & Pasternack, 1985). Further, newspaper front pages carry the day's biggest news stories, and set the tone for all news coverage in a publication. Thus, the design and content of a front page indicates the general viewpoint of a publication (Garcia, 2002). Newspapers worldwide contribute a digital copy of their front pages to the Newseum's online exhibit every day. Newseum limits its exhibit to daily newspapers, and newspapers are not required to post every day or at all ("Today's Front Pages | Newseum," 2014).

Global newspapers' front pages from Friday, February 7, 2014, to Sunday, February 23, 2014, were downloaded from Newseum for coverage of the 2014 Winter Olympics. From Thursday, June 12, 2014, to Sunday, July 13, 2014, front pages were downloaded from Newseum to represent coverage during 2014 FIFA World Cup. These date ranges were selected as the days listed for the official start and stop of each event on their respective websites ("Sochi 2014 Winter Olympics", 2014; "2014 FIFA World Cup Brazil", 2014).

Pages were downloaded daily during the previously mentioned dates at 3 p.m., as JPEG files. The time of 3 p.m. was selected for downloads based on previous research findings that no new countries uploaded pages after this time (Morris & Haught, 2014). Based on limitations of Newseum's website, it would have been required to open each JPEG in a web browser and save each of them individually. To avoid the required man-hours to achieve this large-scale collection data, a software program was developed. The software, written programming language known as NODE, simultaneously opened all

JPEGs and saved them to a time-stamped folder for that day. The software program downloaded a total of 34,849 pages for the 2014 Winter Olympics between the dates coverage. When ran for the coverage dates of the 2014 FIFA World Cup a total of 36,362 pages were saved as JPEGs.

The front pages were then separated into three groups for each event: United States, Host Country, and Global. Figures 1 and 2 diagrams the folder structure with the number of JPEGs for each. Additionally, Appendix C indicates the countries represented in the global samples.

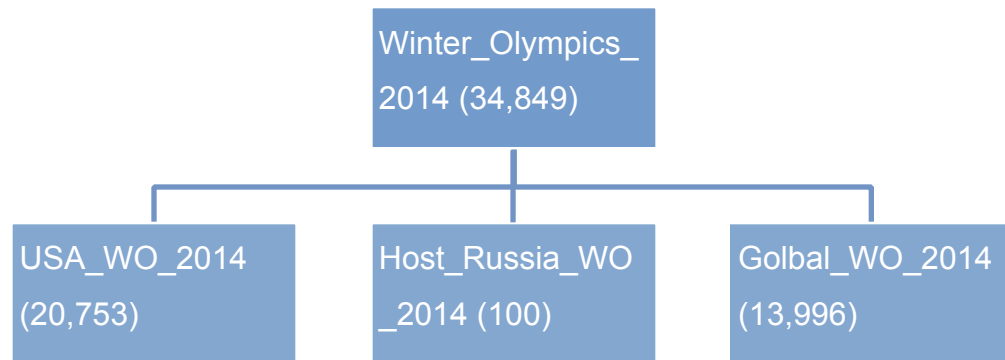


Figure 1. Winter Olympics 2014 folder structure

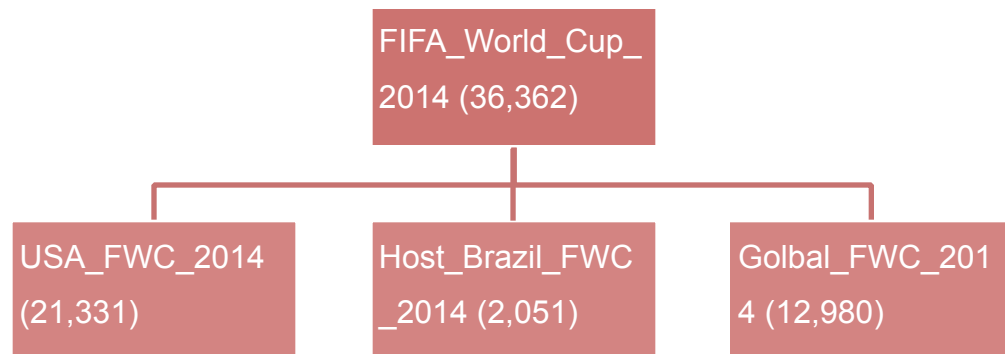


Figure 2. FIFA World Cup 2014 folder structure

The volume of available newspaper front pages, necessitated a random sample from all of the sub groups of JPEGs for analysis. In order to randomly select JPEG files from within each folder, a new software program was written. The software allows the user to selected a folder and set a predetermined value representing the sample size. The software then copies the preset amount to a new user labeled folder. Each grouping folder was selected and randomly sampled individually to achieve sample folders. Because the present study used ANOVA and t-tests to answer its research questions, a grouping size of 30 was necessary for analysis (Gerstman, 2007). Seeking to broaden the sample, this re-search elected to sample 100 newspapers from each category (N = 600). It should be noted that the total number of Russian newspapers collected from the Winter Olympics totaled 100, and thus, no sampling was needed in that category. Figure 3 and Figure 4 diagrams the folder structure with the number of JPEGs for each group after the software was run to randomly select 100 JPEGs

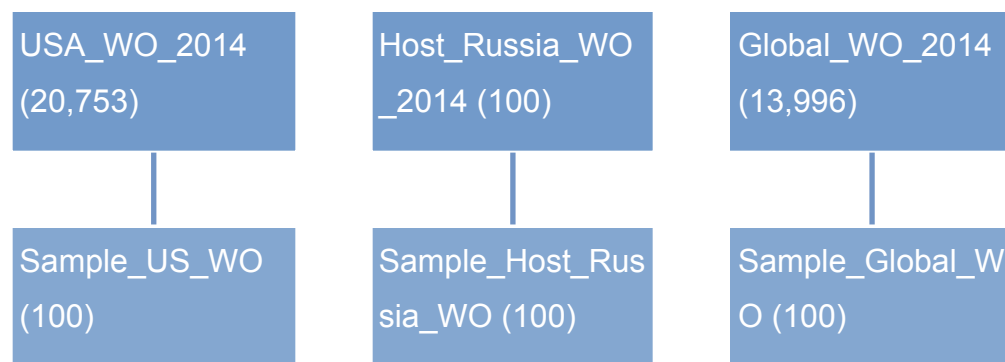


Figure 3. Winter Olympics 2014 sample folder structure

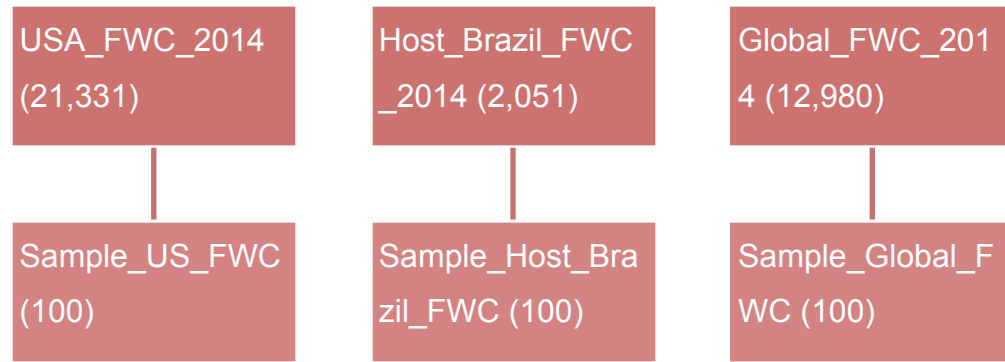


Figure 4. FIFA World Cup 2014 sample folder structure

Coding Procedure

Two independent coders each reviewed half the front pages ($n = 300$) for 16 variables. Variables that address the design of front pages were drawn from Utt and Pasternack (1985), which examined newspaper design, and an update of that study, Morris and Haught (2014). These variables are the presence and quantity of photographs, the presence and quantity of illustrations, use of dominant art in coverage, and use of promotions to inside content. Variables that addressed depictions of nationalism were drawn from the concepts of nationalism discussed in Anderson (2006). These produced the treatment variables of the present study; that is, in what treatments of news coverage did the newspaper use. Treatment variables included athlete, scores/medal count, flag, event logo, fans, and medal/trophy; coders looked for the presence of each of these elements in global sporting event coverage. Last, a variable asked if the coverage shown in the treatment variables primarily reflected the newspaper's own nation or the rest of the world. A pilot test of 20 newspapers was used to determine if these variables sufficiently captured the

displays of Olympic and World Cup content on front pages, and it was determined that it did.

Coders also both coded 200 of the same front pages to determine intercoder reliability. Using the web-based program ReCal2, the researcher determined the Krippendorff's alpha noting agreement in both coders (Krippendorff, 2013). The following section discusses the variables coded for analysis. Table 1 shows the agreements for all variables. Coder agreement ranged from .90 to 1.

Coverage. The coverage variable determined if coverage for the event exists on the newspapers front page. The coder entered 0 if the coverage was absent and 1 if coverage was present.

Photograph. Coders examined the presence of a photograph about the sporting event, as well as the number of photos. The coder entered 0 if no photograph was present and 1 if a photograph was present.

Number of photograph(s). The coder entered the number of photographs on the page.

Illustration. Coders examined the presence of an illustration, either computer or hand drawn, about the sporting event, as well as the number of illustrations. The coder entered 0 if no illustration was present and 1 if an illustration was present.

Number of illustration(s). The coder entered the number of illustrations on the page.

Prominence. Coders were asked to determine if the coverage of the sporting events was dominant on the page, meaning that the coder determined if the coverage of

the sporting event encompassed more space on the page than any other single news element represented either with a large headline or sheer size of visual coverage. As every newspaper varied in size and layout, no specific indicator other than perceived dominance was applicable.

Promotion. This variable asked if the use of visual coverage of the event promoted more coverage inside the newspaper. For example, if a newspaper prints a small photograph and headline at the top of a page with a reference to more coverage in the sports section of the paper, it would be counted as a promotion. To avoid counting visual elements as both dominate on the front and as a promotion to inside coverage, elements considered to be dominate were ineligible to be coded as a promotion. Generally when covering a significant news event, newspapers feature coverage dominantly on the front page and include some reference to additional coverage inside the paper, thus the need for exclusion (Garcia, 2002).

Treatment. Several variables examined the treatment of visuals used in sporting event coverage. The treatment variables included showing an athlete, score/medal count, flags, logo of the event, fans, medals/trophy, and other, for which coders were asked to specify. For each treatment variable the coder entered 0 if the treatment variable was absent and 1 if it was present.

Nationalism. Nationalism is determined if visuals shown on a front page represent the newspaper's country of origin, or not. Coders entered a 0 for non-national focused coverage, and a 1 for national focused coverage. For example, if an American

newspaper, such as The New York Times, only showed American athletes competing in the Olympics, the entry was coded as national.

An intercoder reliability test was conducted using 200 JPEGs coded by both coders. The web-based intercoder reliability application ReCal2 was used to compute agreement and Krippendorff's Alpha. Table 1 shows the percent of agreement and Krippendorff's Alpha (2013) for all variables. This procedure follows Neuendorf, Gore, D'lessandro, Janstova, and Snyder-Suhy (2010) on establishing reliability in a content analysis study.

Table 1

Intercoder Reliability

	N	N Agree	N Disagree	Percent Agreement	Krippendorff's Alpha
Country ID	200	200	0	100	undefined*
Coverage	200	200	0	100	1.00
Photography, presence	200	199	1	99.5	0.98
Photography, quantity	200	198	2	99	0.97
Illustration, presence	200	200	0	100	1.00
Illustration, quantity	200	199	1	99.5	0.96
Dominance	200	198	2	99	0.88
Promo	200	199	1	99.5	0.98
Athlete	200	199	1	99.5	0.98
Scores/Medal count	200	198	2	99	0.90
Flags	200	199	1	99.5	0.93
Logos of event	200	198	2	99	0.93
Fans	200	199	1	99.5	0.85
Medals/Trophy	200	198	2	99	0.85
Other	200	200	0	100	1.00
Nationalism	200	198	2	99	0.96

Analysis Procedure

To analyze the data, statistical analyses were conducted in SPSS. To answer RQ1, RQ2, and RQ3, one-way ANOVA tests with post-hoc analysis highlighted the significant ways each country's newspapers differ from all others on the coverage, photograph, illustration, prominence, promotion and treatment variables. To answer RQ4, the nationalism coding for host countries and non-host counties was compared using independent T-tests.

Ethical Statement

The research conducted did not use human subjects in any shape or form. The author and coders at no point have had any relationship with any advertisers or newspapers used in this study. There are no monetary ties between coders, author, or any third party.

Chapter 4

Results

The present study used several means comparisons to determine the differences in coverage in U.S., Russian, Brazilian, and other countries' newspapers for the 2014 Winter Olympics and FIFA World Cup to understand the ways newspapers worldwide cover global sporting events. This section reports the results of ANOVA and t-tests used to answer the research questions posed in Chapter 2. In sum, several differences were found in the ways Russian and Brazilian newspapers covered the sporting events their countries hosted; Brazilian newspapers emphasized visual coverage of the FIFA World Cup substantially more than Russia did for the Winter Olympics. Similarly, newspapers in the U.S. and other countries differed in ways they presented both sporting events, with U.S. newspapers offering more coverage of the global sporting events than their non-host counterparts. Specific details about those differences are explained throughout this chapter.

Comparing Winter Olympics Newspapers

Research Question 1 asked what differences exist between U.S., Russian and other global newspapers regarding their visual front-page coverage of the 2014 Winter Olympics. Table 2 shows the comparison of U.S., Russian, and Global countries for their Winter Olympics coverage. ANOVA testing found significant differences in the presence of coverage ($F = 5.96^{**}$), presence of photography ($F = 5.66^{**}$), presence of illustrations ($F = 5.45^{**}$), quantity of illustrations ($F = 3.92^{*}$), dominance ($F = 3.43^{*}$), and promotion

($F = 10.40^{***}$), and in the use of the following images in visual treatments: athlete ($F = 7.95^{***}$), score and medal count ($F = 7.85^{***}$), and event logo ($F = 3.89^*$).

Table 2

Means Comparison for 2014 Winter Olympics

	U.S.	Russia	Global	<i>F</i>
Coverage	0.26 (.44)	0.36 (.49)	0.15 (.36)	5.96**
Photography: Presence	0.23 (.42)	0.35 (.48)	0.15 (.36)	5.66**
Photography: Quantity	0.30 (.61)	0.39 (.57)	0.25 (.78)	1.15
Illustration: Presence	0.12 (.33)	0.15 (.36)	0.02 (.14)	5.45**
Illustration: Quantity	0.15 (.44)	0.15 (.36)	0.03 (.22)	3.92*
Dominance	0.05 (.22)	0.00 (.00)	0.07 (.26)	3.43*
Promotion	0.21 (.41)	0.36 (.48)	0.10 (.30)	10.40***
<i>Treatments</i>				
Athlete	0.21 (.41)	0.36 (.48)	0.13 (.34)	7.95***
Scores/Medal Count	0.09 (.29)	0.00 (.00)	0.01 (.10)	7.87***
Flag	0.04 (.20)	0.04 (.20)	0.02 (.14)	0.41
Logo	0.12 (.34)	0.19 (.39)	0.06 (.24)	3.89*
Fans	0.01 (.10)	0.00 (.00)	0.01 (.10)	0.5
Medals/Trophies	0.05 (.22)	0.05 (.22)	0.02 (.14)	0.78

Note. N: U.S. = 100; Russia = 100; Global = 100. Standard deviations in parenthesis. $DF = 2$ for all variables. * = $p < .05$ ** = $p < .01$ *** = $p < .001$.

Post hoc analysis using a Tukey Honest Significant Difference (1949) test determined differences between individual groups within each variable. Russia had significantly more coverage present than other global countries ($p = .002$). Similarly, Russia had more photographic coverage of the games present on its front pages ($p = .003$). U.S. and Russian newspapers had significantly more illustrations present ($p = .042$; $p = .005$, respectively), and higher counts of illustrations ($p = 0.042$; $p = 0.042$, respectively) than their global counterparts. Global newspapers however covered the Olympics significantly more often than Russian newspapers ($p = .031$). Russian newspapers promoted Olympic coverage inside the newspaper more often than U.S. ($p = .025$) and other global ($p < .001$) publications. Regarding the treatment of Olympic coverage, Russia was more likely to feature athletes than the U.S. ($p = .024$) and other global countries ($p < .001$). U.S. newspapers used a medal count more often than Russian ($p = .001$) and global ($p = .004$) newspapers. Finally Russian newspapers used the Olympic logo more often than global newspapers ($p = .016$).

Comparing FIFA World Cup Newspapers

Research Question 2 asked what differences exist between U.S., Brazilian, and other global newspapers regarding their visual front-page coverage of the 2014 FIFA World Cup. Table 3 shows the comparison of U.S., Brazilian, and global countries for their World Cup coverage. AVOVA testing found significant differences in the presence of coverage ($F = 184.97^{***}$), presence of photography ($F = 160.51^{***}$), quantity of photography ($F = 60.56^{***}$), presence of illustrations ($F = 65.86^{***}$), quantity of illustrations ($F = 55.89^{***}$), dominance ($F = 141.10^{***}$), and promotion ($F = 60.02^{***}$), and in

the use of the following images in visual treatments: athlete ($F = 121.55^{***}$), score and medal count ($F = 31.60^{***}$), flag ($F = 3.26^*$), event logo ($F = 22.37^{***}$), fans ($F = 30.12^{***}$) and medals/trophies ($F = 4.01^*$).

Table 3

Means Comparison for 2014 FIFA World Cup

	U.S.	Brazil	International	F
Coverage	0.14 (.35)	0.92 (.27)	0.15 (.36)	184.97***
Photography: Presence	0.11 (.31)	0.87 (.34)	0.15 (.36)	160.51***
Photography: Quantity	0.11 (.31)	2.09 (2.31)	0.25 (.78)	60.56***
Illustration: Presence	0.03 (.17)	0.47 (.50)	0.02 (.14)	65.86***
Illustration: Quantity	0.03 (.17)	0.51 (.58)	0.03 (.22)	55.89***
Dominance	0.03 (.17)	0.72 (.48)	0.07 (.26)	141.10***
Promotion	0.11 (.31)	0.62 (.49)	0.10 (.30)	60.02***
<i>Treatments</i>				
Athlete	0.09 (.29)	0.78 (.42)	0.13 (.34)	121.55***
Scores/Medal Count	0.01 (.10)	0.28 (.45)	0.01 (.10)	32.60***
Flag	0.03 (.17)	0.09 (.29)	0.02 (.14)	3.26*
Logo	0.02 (.14)	0.29 (.46)	0.06 (.24)	22.37***
Fans	0.02 (.14)	0.28 (.45)	0.01 (.10)	30.12***
Medals/Trophies	0.02 (.14)	0.09 (.29)	0.02 (.14)	4.01*

Note. N: U.S. = 100; Brazil = 100; Global = 100. Standard deviations in parenthesis. DF = 2 for all variables. * = $p < .05$ ** = $p < .01$ *** = $p < .001$.

Post hoc analysis using a Tukey Honest Significant Difference test determined differences between individual groups within each variable. Brazilian newspapers significantly outpaced U.S. ($p < .001$) and global ($p < .001$) newspapers in coverage of the FIFA World Cup, presence and quantity of photography, presence and quantity of illustrations, dominance, and promotion of World Cup coverage inside the newspaper. In these categories, there was no significant difference in U.S. and other global newspapers.

Regarding the treatment of FIFA World Cup coverage, Brazilian newspapers featured athletes, scoreboards, and fans more often than U.S. ($p < .001$) and global ($p < .001$) newspapers. Brazilian newspapers similarly used imagery of the World Cup trophy more often than U.S. and global newspapers ($p = .039$, both). Finally, Brazilian newspapers also showed flags more often than global newspapers ($p = .049$).

Comparing Host Country Newspapers

Research Question 3 asked what differences exist between Russia and Brazil regarding their front-page visual coverage of the 2014 Winter Olympics and 2014 FIFA World Cup, respectively as host countries (see Table 4). Brazilian newspapers covered the the FIFA World Cup as a much larger event than Russia did the Winter Olympics. Brazilian newspapers had more coverage ($F = 102.12, p < .001$), printed photos more often ($F = 78.60, p < .001$), and more photos total ($F = 51.09, p < .001$), illustrations more often ($F = 26.92, p < .001$), and more illustrations total ($F = 28.05, p < .001$) than their Russian counterparts. World Cup coverage was dominant more often in Brazilian newspapers than Olympic coverage in Russian newspapers ($F = 231.60, p < .001$); similarly, Brazilian

newspapers promoted inside content more often than Russian newspapers ($F = 14.36, p < .001$).

Regarding the specific treatments of visual coverage, Brazilian newspapers featured athletes ($F = 43.44, p < .001$), scores and medal counts ($F = 38.50, p < .001$), and fans ($F = 38.50, p < .001$) more often than Russian newspapers. However, there was no significant difference in the showing of flags, logos, and medals or trophies in photos and visuals.

Table 4

Means Comparison for Host Countries

	Russia	Brazil	F
Coverage	0.36 (.49)	0.92 (.27)	102.13***
Photography: Presence	0.35 (.48)	0.87 (.34)	78.60***
Photography: Quantity	0.39 (.57)	2.09 (2.31)	51.09***
Illustration: Presence	0.15 (.36)	0.47 (.50)	26.92***
Illustration: Quantity	0.15 (.36)	0.51 (.58)	28.05***
Dominance	0.00 (.00)	0.72 (.48)	231.60***
Promotion	0.36 (.48)	0.62 (.49)	14.36***
<i>Treatments</i>			
Athlete	0.36 (.48)	0.78 (.42)	43.44***
Scores/Medal Count	0.00 (.00)	0.28 (.45)	38.50***
Flag	0.04 (.20)	0.09 (.29)	2.06
Logo	0.19 (.39)	0.29 (.46)	2.75
Fans	0.00 (.00)	0.28 (.45)	38.50***
Medals/Trophies	0.05 (.22)	0.09 (.29)	1.22

Note. N: Russia = 100; Brazil = 100. Standard deviations in parenthesis. DF = 1 for all variables. * = $p < .05$ ** = $p < .01$ *** = $p < .001$

Nationalism in Newspaper Coverage

Finally, Research Question 4 included six parts that asked if (A) Russian newspapers' front-page visual coverage of the 2014 Winter Olympics frame the event as national

or global; (B) Brazilian newspapers' front-page visual coverage of the 2014 FIFA World Cup frame the event as national or global; (C) U.S. newspapers' front-page visual coverage of the 2014 Winter Olympics frame the event as national or global; (D) U.S. newspapers' front-page visual coverage of the 2014 FIFA World Cup frame the event as national or global; (E) non-host countries newspapers' front-page visual coverage of the 2014 Winter Olympics frame the event as national or global; (F) non-host countries newspapers' front page visual coverage of the 2014 FIFA World Cup frame the event as national or global. Table 5 shows the comparison of U.S., host country, and global newspapers for their Winter Olympics and FIFA World Cup coverage. In comparing typical coverage as being focused on either a newspaper's own country or the world at large, newspapers that covered the event tended to cover them from a national viewpoint ($M = .73$; $SD = .45$). In total, all newspapers that covered the global sporting events significantly framed the coverage from a national perspective ($t = 22.92$, $DF = 197$; $p < .001$); that is, newspapers tended to use images and visuals of their own country's team rather than other countries. Thus, the answer to all components of Research Question 4 is a resounding yes.

Table 5

Means Comparison for Nationalism Coverage

	Mean (SD)
U.S. Olympic	.77 (.43)
U.S. World Cup	.71 (.47)
Russia Olympic	.97 (.17)
Brazil World Cup	.53 (.50)
Global Olympic	1.0 (NA)
Global World Cup	1.0 (NA)
TOTAL	.73 (.45)

Note. N: U.S. Olympic = 26; U.S. World Cup = 14; Russia Olympic = 36; Brazil World Cup = 92; Global Olympic = 15; Global World Cup = 15. Standard deviations in parenthesis.

Chapter 5

Discussion

The present research sought to understand the ways newspapers report on global sporting events with photography. Through a content analysis, it found that newspapers tend to cover the events through a nationalistic frame, that is, they report on their own country's involvement in the sporting event rather than focusing on all countries. This finding supports previous research (Billings et al., 2008; Inthorn, 2007; Lee & Maguire, 2009; Muller, 2013) that found newspapers tend to report on issues that are of local interest to their readers. However, the perspective of this type of coverage has long-term implications for cultural identity.

The present study found support for a nationalistic frame in news coverage, previously identified in Lee and Maguire (2009) and Muller (2013). Newspapers overwhelmingly elected to report on the global sporting events from a national perspective, evidenced by coverage of the newspapers home nation with photographs, colors, flags, symbols, and athletes. The nationalism frame further developed here shows a preference among news organizations to report on major global events in a way that localizes them for their readers. Thus, news readers receive global content from a local perspective. Previous research (Billings et al., 2008) indicates this is the readers' preference, thus making the newspapers' adoption of this frame an act of print capitalism (Anderson, 2006). Simply, newspapers report the content that sells.

Global sporting events matter on many levels for all countries, not just the hosting country. These large-scale events bring together both the media and the fans in a celebra-

tion of national pride. This, even if only for a short time, creates a strong sense of unity within a nation (Jaska, 2011). This camaraderie can provide a positive distraction to troubling nation events, such as the ongoing conflict between Russian and Ukraine during the Winter Olympics and violent protests during the FIFA World Cup. While some newspapers made the point of only framing the coverage of these events on a national level, others celebrated the competition among nations. This portrayal of healthy competition among nations allows nations to compete in a manner that does not result in negative interactions, such as war. Coverage of these events is important to the people of the world (Jaksa, 2011; Topič & Coakley, 2010; Vincent & Hill, 2011). Ultimately, these events, and their coverage, provide a positive, patriotic unity for participating countries.

The patriotism brought on by global sporting events clearly is supported by the tendency of newspapers to favor their own countries' players and teams in the events. While the present research does not measure motivations of photo selection, the evidence of the selections analyzed here clearly shows that newspapers prefer to cover the global events in the national frame. As previous studies (Lee & Maguire, 2009; Muller, 2013) found that readers prefer this nationally framed approach to global coverage, the decision to cover games in this way simply makes sense. Above all, editors want people to read their newspapers, and by covering the news readers want to know, the coverage has a chance to get audience attention. Even event host countries Russia and Brazil, which received an influx of international tourists to watch the events, tended to focus coverage on their home nation, and not the guest competitors. This viewpoint follows the tendency to emphasize local coverage over distant reporting (Nylund, 2009). Thus, the news routines

of all newspapers in their coverage fit within Anderson's (2006) concept of print capitalism, that is, newspapers print the content that sells newspapers: people want to hear about their home team, so newspapers provide that content. Consequentially, that content helps to build national pride and patriotism (Skitka, 2005; Wei et al, 2006).

Although newspapers tended to cover global sporting events through the nationalistic frame, they did not do so exclusively. The present study found that newspaper did provide some front-page coverage of global sporting events completely unrelated to the newspaper's home nation. As the increasingly globalized world demands coverage of all aspects of the games (Billings et al., 2008), it follows that newspapers would have some emphasis on this type of coverage. The present research found that while newspapers typically did cover events from a national perspective on front pages, that coverage generally was not exclusively national. Instead, newspapers might provide some coverage of an event that does not involve the newspaper's home nation, but rather about an intriguing matchup or situation occurring in the games. Only in a few cases was front-page global sporting event reporting entirely focused on a newspaper's home nation. Typically, other aspects of the events were shown. Thus, it follows that newspapers are meeting the demands of the public for total event coverage, with an emphasis on the newspaper's home nation. This type of split, with most coverage emphasized on the home country and some coverage about the event itself, not involving home country games or athletes, provides readers with a more global perspective of the events, still while catering to the desired nationalistic message. This serves two need. First, it meets the demands of print capitalism (Anderson, 2006) by delivering the content readers want regarding their home nation.



Above: A Gazeta
Below: Metro Campinas



Above: Metro São Paulo
Below: Metro Rio De Janeiro



Figure 5. Brazilian newspaper front pages during the 2014 FIFA World Cup

Генконсульство США построит в СПб собственное здание → 2

www.dp.ru

Деловой Петербург

Среда 26.02.14 19:00 (397)

ОБЩЕПИТ
Ginza подает обед в буфет

Ресторанный отдел Ginza Project выступит на рынке фудкорта. → 4-5

ПРОЕКТ
Le Baron различает по-французски

Попытка открыть в СПб международный клуб. → 9-9


ИНИЦИАТИВА
Кампус объединит вузы

Попытка создать в СПб международный кампус. → 9-9

Среды 26.02.14 19:00 (397) News collection

Витамины для «Ленты»

Генеральный директор «Ленты» **Андрей Лавинский** накануне **ПРО** оптимизирует издержки и налаживает импорт. Компания уже довела объем собственных поставок овощей и фруктов до 20%, оставив без работы многочисленных посредников. → 6-7



ТЕНДЕНЦИЯ
Горожане мечтают о лыжне

Оценочная картина: горожане мечтают о лыжне. → 14-15

ПЕРСОНА
«Мы специально никого не перетягиваем. Мы создаем понятные условия для работы»

Губернатор Ленинградской области Александр Дроздов о работе, о людях и о будущем. → 14-15

Above: Delovoy Petersburg
Below: Moskovskaya Pravda

ПОНЕДЕЛЬНИК ВОРНИК СРЕДА ЧЕТВЕРГ ПЯТНИЦА СУББОТА

Московская правда

20 февраля 2014 года

WWW.MOSKVA.PRAVDA.RU

Возвращение в детство
Государство будет субсидировать производство товаров для малышей

Дети в магазине

Связанные одной сетью
Как опресняют «МТ» безжалостный авторитаризм

Технологии

И в ногу стране
Бизнесмен

Принимать участие в развитии страны

Шесть выстрелов - без удачи
Восстановление правосудия

Суд

Почта как инновация
Суд

Суд

Хроника ЧП
Суд

Суд

Above: Moskovskaya Pravda
Below: Moskovskaya Pravda

ПОНЕДЕЛЬНИК ВОРНИК СРЕДА ЧЕТВЕРГ ПЯТНИЦА СУББОТА

Московская правда

19 февраля 2014 года

WWW.MOSKVA.PRAVDA.RU

Едем дальше?
За полтора месяца с начала года в метро ужас произошёл 11 ЧП

Фотомонтаж

Победный боб
Воспитатель и тренер сборной России по бобслею

sochi.ru

Дымное блюдо
Кондитеры готовят армянский десерт для фуд-фестиваля

sochi.ru

Испытание страхованием
Снижение собственности - дело рук самих собственников?

sochi.ru

Game over, или Найдите время на детей!
Ваше мнение

sochi.ru

Хроника ЧП
Суд

Суд

ГАЗЕТА В ГАЗЕТЕ
«СТОЛИЧНЫЙ КРИМИНАЛ»

МЕЖДУ СКАЗОМ И РЕПОРТАЖЕМ
ЛЮДИ НОВОГО ВЕКА

ЛЮБОВЬ - ОТ КАРУСЕЛИ И ДО ЗАЙЧКА

ДОМИНИРОВАНИЕ ПЕРЕПЛАВЛЕНОСТЬ В ЗОЛОТО

ПОЛНАЯ ПРОГРАММА ТВ 17 - 23 ФЕВРАЛЯ

WWW.MOSKVA.PRAVDA.RU

Московская правда

14 февраля 2014 года

WWW.MOSKVA.PRAVDA.RU

Испытание страхованием
Снижение собственности - дело рук самих собственников?

sochi.ru

Game over, или Найдите время на детей!
Ваше мнение

sochi.ru

Хроника ЧП
Суд

Суд

Figure 6. Russian newspaper front pages during the 2014 Winter Olympics

Second, it meets the desire for global content, as fans might be interested in the sport as a whole, or in another competing country besides their own home country (Billings et al., 2008).

Moving toward some specific findings to the present research, this study found that, as a host country, Brazil covered its event very differently than Russia. Brazilian newspapers featured broad, full-paged coverage on every day of the FIFA World Cup, with emphasis on the Brazilian team as well as visiting teams. Brazilian newspapers offered complete FIFA World Cup coverage on their front pages, sometimes printing up to 12 photographs, as well as stories and graphics about the event. Meanwhile, Russian coverage of the Winter Olympics mirrored the coverage of other non-hosting countries, that is, Russian newspapers did not use their front pages to celebrate the coverage of the Winter Olympics like Brazil did with the FIFA World Cup. While Brazilian newspapers front pages were covered with photographs and stories about the World Cup, only a few Russian newspapers even had Winter Olympic coverage on their fronts. Figures 5 and 6 shows samples of coverage from Brazilian and Russian newspapers. Most striking is the differences in color, although those should be tempered by the knowledge that Brazilian newspapers tend to embrace bold colors and large photographs and Russian papers tend to appear more conservative (Garcia, 2002). Yet, the presence of coverage on such a large scale in Brazilian newspapers makes the comparison noteworthy. Brazil seized the opportunity to showcase their nation's pride, while Russian newspapers minimized the Olympics.

Brazilian newspapers were closest to parity of coverage of their own country against coverage of all countries participating. Thus, a reader was as likely to see coverage of the Brazilian national team as to see coverage of a non-Brazilian team on a Brazilian front page. This style of reporting and design might entice Brazilian visitors to consume the media, as the visitors' own team also had prominent coverage. In the process, the reader would be exposed to Brazilian team coverage, as well. Although the language barrier likely was an issue for many tourists, the Brazilian focus on photographs certainly would cut across language barriers for engaging potential readers.

Newspapers tended to focus on their own nation's involvement in global sporting events. By showing a nation's people their athletes and symbols, newspapers framed the event as national, not global. This style of reporting builds what Anderson (2006) refers to as simultaneous consumption, where all members of a nation consume the same media with a nationalistic message. Because newspaper readers in each nation were primarily exposed to the message of their own country's participation in the games, they likely see the events as a place for their nation to prosper, building the feelings of patriotism that bind a country (Skitka, 2005).

Both the FIFA World Cup and the Winter Olympics were not without their share of scandals in 2014. Leading up to the start of both these events, media coverage focused on the political and financial cost of the games. Lots of time, money, and even human lives are tallied into the cost of hosting these events. While this topic was a staple of news coverage leading up to these events, once the events actually started, newspaper coverage about these controversies faded in favor of coverage of the events themselves. Future re-

search might examine the ways controversies surrounding global sporting events are reported using the nationalism frame.

Practically, researchers and professionals should be aware of the standards in place for newspapers worldwide. As was mentioned previously, newspaper wire services, such as the Associated Press and Reuters, provide news coverage for media outlets worldwide. Yet, because these services themselves have home nations, their inherent framing structure could shift the focus of content available on these wires. For example, if one seeks to examine Associated Press content, one must be aware that it could, and likely does, reflect an American nationalistic frame. Thus, in the age of global media consolidation, the inherent frames in news operations can limit the information available for worldwide reporting. Because so many newspapers use content from these wire services, it is possible that the voices and perspectives of countries that do not have one of the leading wires to be lost in the media marketplace.

Limitations

The present research is limited in several ways. The FIFA World Cup is a global sporting event for only a single sport, while the Winter Olympics is comprised of several sporting events, thus, the comparison is not perfectly peer to peer. The popularity of sports played in the Winter Olympics and FIFA World Cup are limited to certain countries. Not all countries emphasize soccer, just as not all countries empathize cold weather sports. Finally, the number of participating nations in the events, 32 for the FIFA World Cup and 88 in the Winter Olympics, are fewer than half the more than 200 nations recognized by the United Nations. Thus, in many ways these sporting events are global in

name only. The use of Newseum's Today's Front Pages exhibit to collect front pages to be analyzed is limited to only the newspapers choosing to participate in the program; as only three Russian newspapers typically posted per day during the Winter Olympics, Russian data is not as robust as that from the other sampled categories. The use of 2014 Winter Olympics and 2014 FIFA World Cup as the events in this study also precludes some countries that do not participate in one or both events. Coverage of these events can also fluctuate as some countries may have been eliminated or only participate in certain events, and thus might not have had the opportunity for national content on their sampled day.

Suggestions for Future Research

The findings of this study help to advance understanding about the way newspapers front pages are visually designed and how global sporting events are visual framed. Future scholars should compare the Summer Olympics to the FIFA World Cup and Winter Olympics. The Summer Olympics occur during the same time of year as the FIFA World Cup, which could play a role in the data. Furthermore the Summer Olympics have soccer as one of its events. Comparing the events by and large would be a great addition to the data. However a comparison of the coverage of soccer in the Summer Olympics and the FIFA World Cup could provide insight into views about that specific sport. Finally, coding coverage of sports in newspapers should also include a variable that considers presence of coverage for events not presently occurring, such as the presence of coverage for a collegiate sports team in the offseason, in place of coverage for a global sporting

event. This could show the difference given in news value toward local event coverage against national or global sporting events.

Conclusion

As framing research moves forward, the importance of visuals will continually grow. While many scholars have addressed this area, more work is needed to fully understand the ways that news organizations package visual content in addition to the text content. This study helps to advance the understanding of framing related to visuals, but decades of work are needed to understand the way images are framed not only in print, but also online.

Global sporting events have great power to unite nations. However, controversies surrounding site location and cost continue to plague events. Hopefully, resolution and transparency will win the day, and the sponsoring organizations will reform. Ultimately, the camaraderie and global unity that comes from friendly competition can be a force for goodwill throughout the world.

In closing, this research adds to the understanding of newspapers as a means to connect people and unite them. Though nationalism sometimes can be a controversial subject, its principle component, patriotism, can help to unify peoples of a country. Thus, the national frame not necessarily a negative one, but rather, a cultural touchpoint in the evolving understanding of the effects of news coverage on identity.

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Appendix A

Codebook

Codebook for 2014 Winter Olympics and FIFA World Cup global newspaper front cover study.

Coding Sheet & Instruction & Definition

First open the created Microsoft Excel spreadsheet named newseum2014_XX.xls

Save the spreadsheet replacing the XX in the name newseum2014XX.xls with the three initials of your first, middle, and last name.

A. Coder ID

The initials of the coders' first, middle, and last name are to be entered.

B. Filename ID

Name of Newseum JPG file. Do not include .jpg. Example: NY_NYT.jpg would be coded as NY_NYT

C. Country ID

1= United States

2= Host country (Russia for Olympics, Brazil for World Cup; Filename RUS is Russia, BRA is Brazil.)

3= Other (All countries not U.S. or host country)

D. Coverage

Does the newspaper have coverage of the sporting event?

0=No (If 0, stop coding and move to the next item to code)

1=Yes

E. Photography, presence

Does the front page feature a photograph(s) of the sporting event?

0=No (If 0, skip to Question G)

1=Yes

F. Photography, quantity

How many photographs of the event are used? (Enter the number)

G. Illustration, presence

Does the front page feature an illustration (drawing or computer generated graphic) of the sporting event?

0=No (If 0, skip to Question I)

1=Yes

H. Illustration, quantity

How many illustrations of the event are used? (Enter the number)

I. Dominance

Is the sporting event featured prominently on the front page? Example: Does the coverage have the largest headline or photograph/illustration on the page?

0=No

1=Yes

J. Promo

Does the newspaper promote coverage of the sporting event further inside the newspaper? Do not count items previously considered to be the dominant presence on the page.

0=No

1=Yes

K-Q. Treatment

Considering all the sporting event coverage on the page, what visuals elements are used?

K: Athlete: 0=No, 1=Yes

L: Scores/Medal count: 0=No, 1=Yes

M: Flags: 0=No, 1=Yes

N: Logos of event: 0=No, 1=Yes

O: Fans: 0=No, 1=Yes

P: Medals/Trophy: 0=No, 1=Yes

Q: Other: 0=No, 1=Yes

R. Nationalism

Do the visuals of the events feature the newspaper's own country prominently? Example: Does The New York Times coverage focus on American athletes (1) more than non-American athletes (0)? Or, does The Moscow Times treat the Olympics as a venue for Russian competition (1), or for all countries participating (0)?

0=No

1=Yes

Appendix B Code Sheet

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Coder ID	File ID	Country	Coverage	Photo Presence	Photo Quantity	Illustration presence	Illustration quantity	Dominance	Promo	Athlete	Score/Medal	Flag	Logo	Fans	Medal/Trophy	Other	Nationalism
2																		
3																		
4																		
5																		
6																		
7																		
8																		
9																		
10																		
11																		
12																		
13																		
14																		
15																		
16																		
17																		
18																		
19																		
20																		

Appendix C

Countries represented in global newspapers samples

2014 Winter Olympics		2014 FIFA World Cup	
Country	Quantity	Country	Quantity
Argentina	1	Argentina	1
Australia	3	Australia	1
Austria	2	Austria	2
Bangladesh	1	Bangladesh	1
Bermuda	1	Bulgaria	1
Bolivia	1	Canada	12
Brazil	26	China	2
Bulgaria	1	Chile	1
Canada	10	Cook Islands	1
Chile	1	Columbia	2
Columbia	4	Egypt	1
Czech Republic	1	France	1
Egypt	4	Germany	10
Estonia	1	Greece	1
France	1	Guam	1
Georgia	1	Hungary	1
Germany	1	India	4
Greece	1	Iran	2
Guam	1	Italy	1
Hungry	1	Japan	1
Iceland	1	Kuwait	1
India	2	Lebanon	2
Italy	2	Liechtenstein	2
Jamaica	1	Lithuania	3
Japan	1	Malaysia	1
Kuwait	1	Malta	1
Liechtenstein	2	Mexico	7
Lithuania	1	Netherlands	3
Malta	2	Nicaragua	1
Mexico	7	Panama	2
Nepal	1	Philippines	2
Netherlands	1	Poland	1
Peru	1	Portugal	2
Portugal	2	Russia	1
South Africa	1	South Africa	2
Saudi Arabia	1	Saudi Arabia	1
Serbia	1	Singapore	1
Slovakia	1	South Korea	1
Spain	2	Spain	1
Sweden	1	Sweden	2
Thailand	1	Taiwan	2
Turkey	2	Thailand	2
Ukraine	1	Turkey	6
Venezuela	1	United Arab Emirat	3
		United Kingdom	2
		Virgin Islands	1
44 Total Countires		46 Total Countires	
	100		100